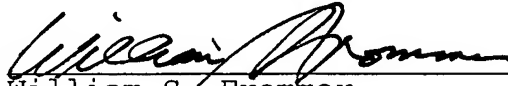


REMARKS

This preliminary amendment corrects obvious errors and addresses objections of the Examiner in the parent application. Claims are presented to round out the scope of protection to which Applicant is entitled. No new matter is added. Entry of the above amendatory matter including the substitute Declaration submitted in the parent application and early examination on the merits are respectfully requested.

Respectfully submitted,

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VERSION WITH MARKINGS SHOWING CHANGES MADE

1. (Amended) Apparatus for executing an executable [a game] program displaying data having advertisements therein, comprising:

storage means for storing [a game] an executable program;

means for receiving advertising data relating to at least one advertisement, [said means for receiving being operable to receive new advertisement data at predetermined times,] and wherein said storage means stores the received advertising data; and

[program] execution means for executing said [game] executable program stored in said storage means and outputting display data [corresponding to] incorporating the advertisement data stored in said storage means [in accordance with said game] within an original display data generated by said executable program.